

## CLAIMS

1. A polyisoprene-containing cosmetic composition, suitable for application to facial skin, lips and eyelashes, by comprising :
  - 5       from 2 to 25% of polyisoprene with a molecular weight between 100,000 and 4,000,000;
  - from 0.05 to 20% of oleophilic modified smectite clay;
  - from 1.1 to 90% of organic solvent;
  - the balance comprising conventional cosmetic excipients, colourants
  - 10     and additives, all percentages being by weight of the final composition.
2. A composition according to claim 1, wherein polyisoprene has a molecular weight of between 2,000,000 and 4,000,000.
3. A composition according to claim 1, wherein the oleophilic modified clay is disteardimonium hectorite.
- 15     4. A composition according to claim 1, wherein the oleophilic modified clay is present in an amount of 0.1-10% .
5. A composition according to claim 1, wherein the organic solvent is an aliphatic hydrocarbon with 12-22 carbon atoms.
6. A composition according to claim 5, wherein the organic solvent is
- 20     isododecane.
7. A composition according to claim 1, wherein the organic solvent is present in an amount of 10-80%.
8. A composition according to claim 1, further comprising from 0.5 to 20% of wax or silicone.
- 25     9. In a process for preparing a cosmetic composition, the step of using polyisoprene with a molecular weight of between 100,000 and 4,000,000.
10. A method for preparing polyisoprene suitable for use in a composition according to claim 1, comprising comminuting a solid high molecular weight polyisoprene and mechanically degrading and
- 30     depolymerizing the comminuted material in a high speed blade mixer to a lower molecular weight within the range of 100,000-4,000,000.